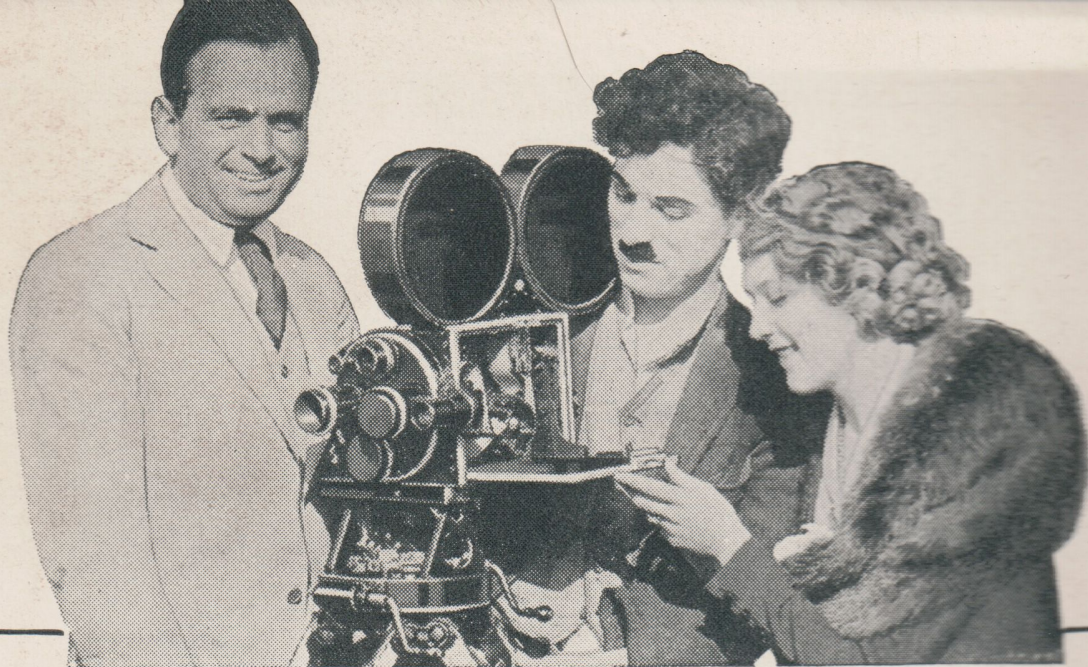




What You See You Get

— *with* **Filmo** —
REGISTERED



Filmo's Big Brother Stars In Feature Movies

THREE of the great motion picture stars in the above picture you will recognize at sight. They are Douglas Fairbanks, Charlie Chaplin and Mary Pickford. The other, around which they are so familiarly grouped, is the one which has made possible their great fame, and that of many others. It is a Bell & Howell Professional Camera, the same as those used in making at least 95% of all the motion pictures you see at the better theatres. This is something to remember when you think of FILMO, the motion picture camera for *personal* use. FILMO is also made by the Bell & Howell Company—with all the painstaking care which goes into the larger B. & H. cameras costing up to \$5,000.

The Bell & Howell Professional Camera is considered to have been one of the greatest factors in the fast and wonderful development of the motion picture industry, now fifth largest in the United States. And just as this camera was designed to meet all the difficult requirements of professional use, so is FILMO, the handy *personal* camera, described in the following pages, designed to meet the exacting requirements of people who will be satisfied with nothing less than the best the world produces. FILMO is, in fact, and in the minds of the thousands who know, the *world's highest quality personal motion picture camera*. Own a FILMO first, and remain satisfied.



ESTABLISHED
1907

BELL & HOWELL Co.

BRANCHES
NEW YORK HOLLYWOOD
220 W. 42ND ST. 6324 SANTA MONICA BLVD.
LONDON, ENGLAND

1801 LARCHMONT AVE.
CHICAGO.



Foreword

THERE have been many wonderful developments in the last few years, but nothing that surpasses the pleasure and benefit derived in the producing of personal MOTION PICTURES with FILMO.

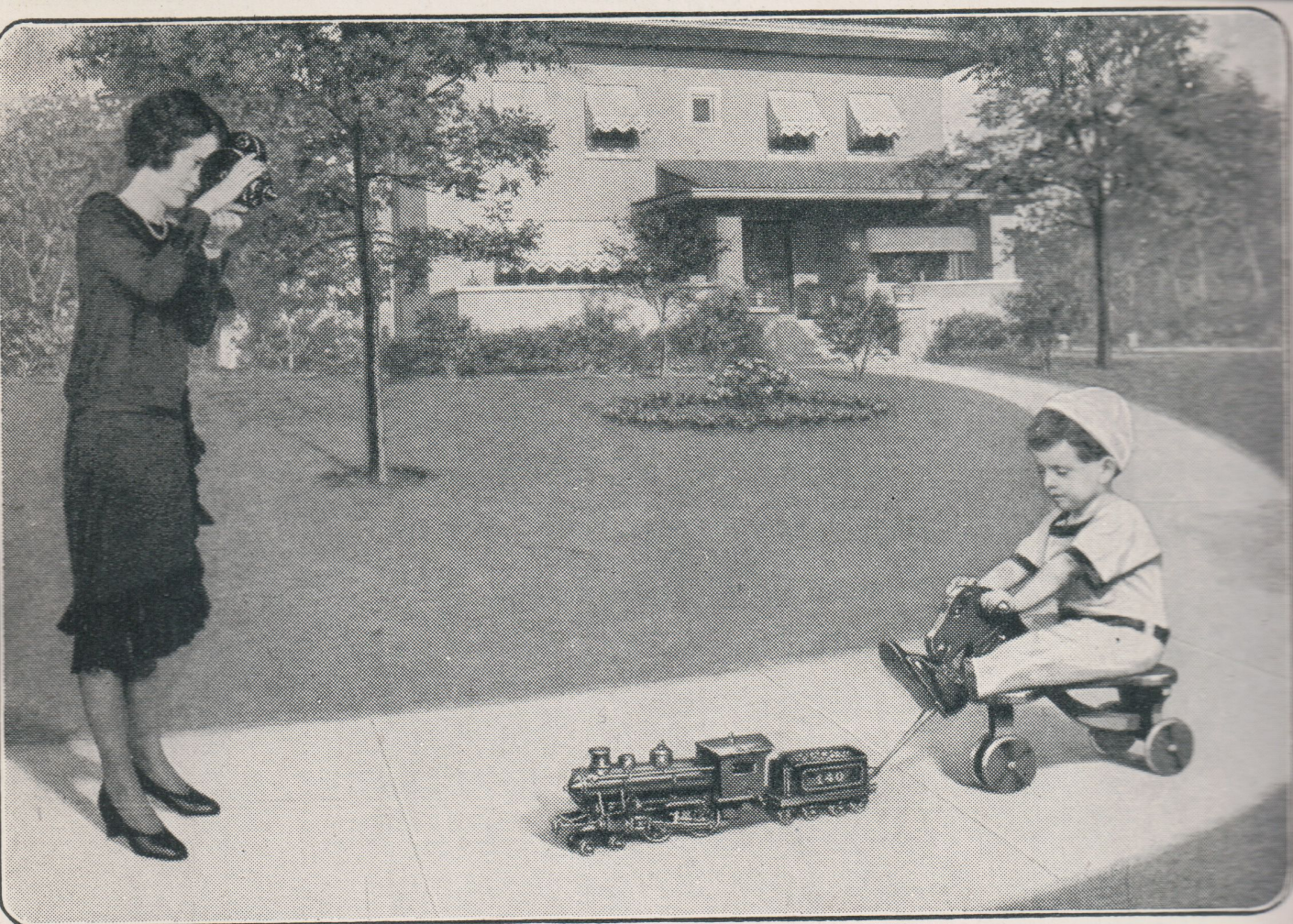
Heretofore, individuals have refrained from taking personal motion pictures for two good reasons.

First, because the complicated mechanism and lack of portability of the equipment necessary made it impractical, and the pleasure unworthy of the effort. Second, because of the expense involved in taking pictures using theatre-standard film.

But now that, with FILMO, and the newly standardized 16 m/m safety film, motion pictures can be produced as easily and as economically as snap shots were formerly taken, this fascinating sport is fast becoming popularized.

The photograph album is a thing of the past. Personal film libraries, containing a living, pulsing record of the family in action—of baby learning to crawl, to walk; of Mother entertaining; of Daddy at his sports—of sports, trips, travels—are now being accumulated.

No longer is a trip complete without FILMO, the easy-to-carry, compact motion picture camera, to make a permanent film record of the events that happen and the things that are seen. Beautiful panoramic views, tumbling waterfalls, rollicking brooks, shy creatures of the forest—all make splendid pictures to review again. Real pleasure and genuine benefit is in store for you with FILMO, the Automatic Motion Picture Camera to "get what you see."



Take Personal Movies With

Filmo
REGISTERED
AUTOMATIC

Worlds Highest Quality
MOTION PICTURE CAMERA

For The Individual

—What You See You Get—

“What You See, You Get”

THE scenes of the past are but fond memories, treasured, yet dimming with the passing years. Childhood days, trips, camping parties—and as you grew up other activities that entered your life—all of these wonderful times that have been carried through the years in your memory would make wonderful pictures to review today—if you had them in animated pictures.

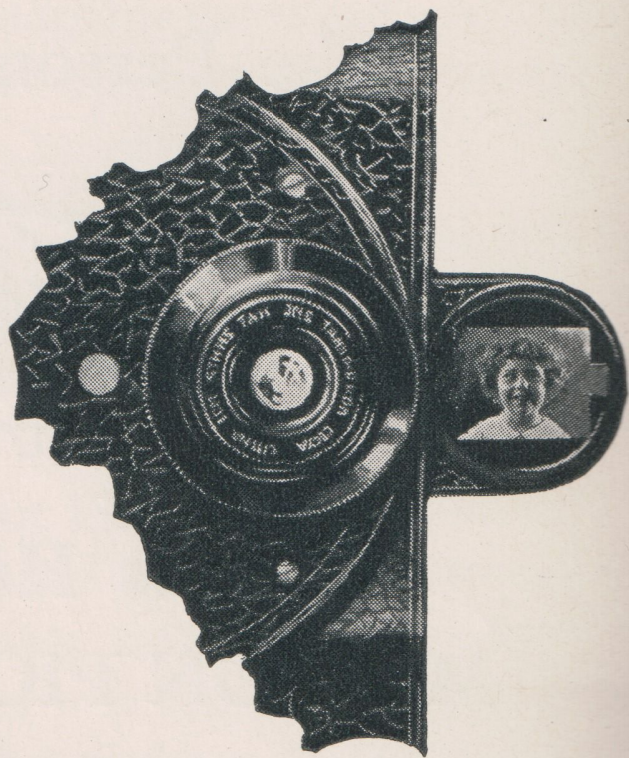
With FILMO Automatic Motion Picture Camera, designed for YOUR PERSONAL USE, these pleasant pictures may be photographed in action as easily as a still camera is used.

A swift movement raising the camera to the eye, a press of the button and PRESTO! you have on the film a living, pulsing record that will be a priceless treasure in years to come.

Whatever you see in the finder of FILMO Camera, you get on the film. The object is seen right side up and in plain view all the time. May be easily followed no matter in what direction it moves—a feat very difficult with any camera requiring a tripod and not having the direct sighting feature.

In the finder is also plainly visible the lens diaphragm or stop number which is a continuous reminder of the working aperture opening, thus eliminating any chance of not getting proper exposure.

As you see the picture with FILMO, so you record it on the film simply by pressing the button.

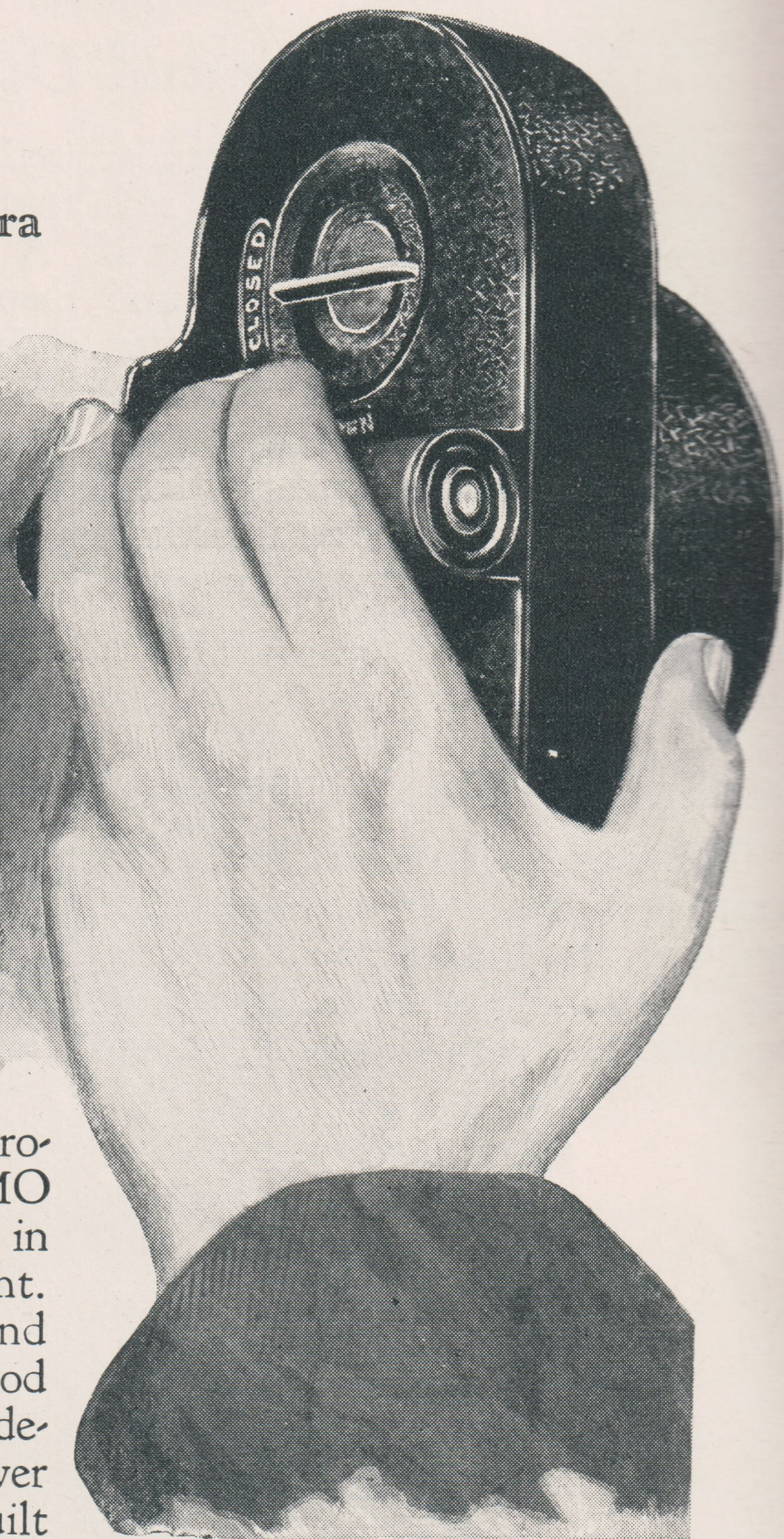


What You See in the Finder You
Get on the Film

FILMO
REGISTERED

THE
FILMO
REGISTERED

Automatic
Motion Picture Camera



THIS photographic reproduction shows FILMO Camera as it would be held in the hand ready to sight. Weighs but $4\frac{1}{2}$ pounds and requires no tripod. Tripod may be used, however, if desired. Carried in hand, over the shoulder or in special built carrying case. (FILMO Camera is as small, compact, light of weight, and as easy to handle as a motion picture camera of equal capacity can ever be made.

Designed and built by the company who helped to pioneer the motion picture industry and are now supplying 95% of the professional cameras and equipment used in studios the world over.

—What You See You Get—



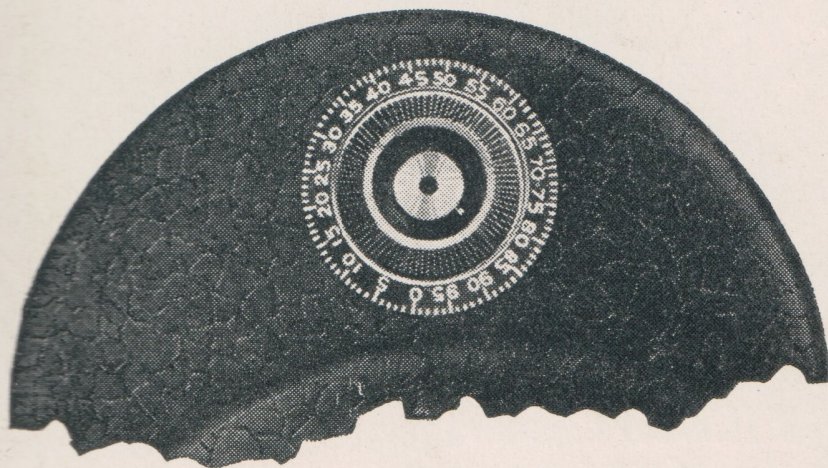
Capacity and Operation

FILMO uses the newly standardized 16 millimeter safety cine film, obtainable in 100-foot rolls from progressive photographic supply dealers at but \$6.00 per roll. A feature of the film is that, instead of making a negative and then a positive print as with standard 35 m/m theatre size film, it is reversed to a positive in developing and returned from the developing station ready to project. The original cost of the film includes developing and return transportation. Each 100-foot roll takes 4,000 views, any one of which may be enlarged and printed. It is surprising the number of scenes you can get on a roll.

A 100-foot roll of 16 millimeter film is equivalent, in picture capacity, to 250 feet of standard film, such as is used in theatres. Four 100-foot rolls will give the same length show as 1,000 feet of standard film—approximately sixteen minutes.

The Camera loads easily and quickly—in daylight. It is self-focusing, as lens is set in universal focus mount, which permits photographing anything from twelve feet to infinity without adjusting the Camera for distance. Focusing mount for extreme closeups may be installed if desired at a slight additional cost.

Dial Records Film Footage



A FOOTAGE dial on the camera automatically records the footage as it is run off. This enables a check up on the film

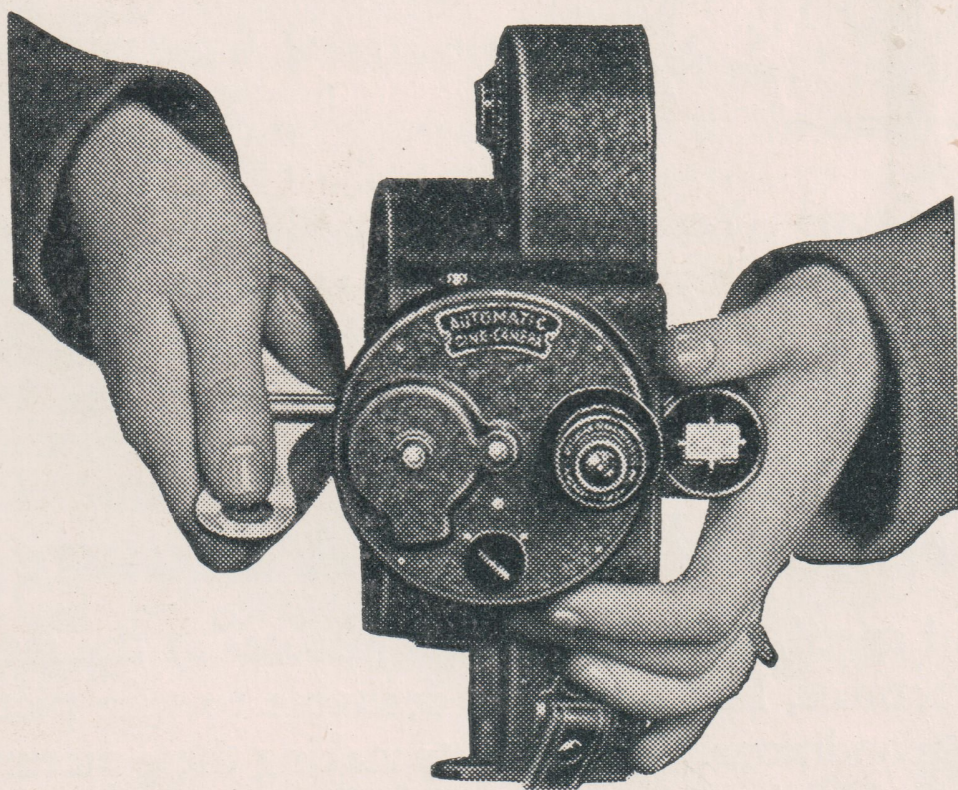
What You See You Get

footage used for each scene and also advises when to reload.

When the camera is loaded, the footage dial is set at O. When the 100 mark has been reached, you will know that the entire "load" of film has been exposed. After running off a few feet more to wind the protecting leader around the exposed film, the camera may be unloaded in daylight and a fresh roll inserted.

Camera Is Entirely Automatic

FILMO Camera is automatic to the last degree. It is equipped with highest type spring motor controlled by a governor. A touch of the button starts the film moving. The spring motor is



Winding the Spring Motor

instantaneous in its action of both starting or stopping, assuring equal exposure for every inch of film. The motor is easily wound with a key—as you would wind a clock. You always have reliable power with FILMO.

What You See You Get



Quickly Ready To "Shoot"

WHEN you have "loaded" the camera, set the lens diaphragm dial (the same as on a still camera) and adjust the footage meter to "O"; you are then ready to "shoot." Simply move the camera to the eye, aim it directly at the object to be photographed (as you would sight a spy glass) and press the button. **THAT'S ALL THERE IS TO IT.** "What you see, you get" just by the touch of the button.



FILMO is the only Motion Picture Camera built that has the direct sighting feature. Sights from the eye—like a spyglass.

Simple, isn't it? Yet you can, with FILMO, produce pictures that compare favorably with those seen in the theatres taken with our professional cameras, costing thousands of dollars, because the camera is built to the same professional standards.

Adjustable Speed A Feature

At normal speed, the camera takes pictures at the rate of 16 per second. Sometimes, however, it is desirable to take pictures under adverse light conditions. To facilitate making these pictures FILMO Camera is equipped with adjustable speed. A simple adjustment slows the mechanism down to half normal speed and takes the pictures at the rate of 8 exposures per second, giving the film twice the exposure that is possible at the normal speed of 16 exposures per second. Half speed adjustment, a feature of FILMO Camera, is available at the turn of a set screw.

What You See You Get

Shutter—216 degree opening, exceeding by a wide margin that of most professional cameras. This, in combination with the fast F 3.5 lens and the speed adjustment, permits the taking of scenes under poor lighting and most unfavorable weather conditions.

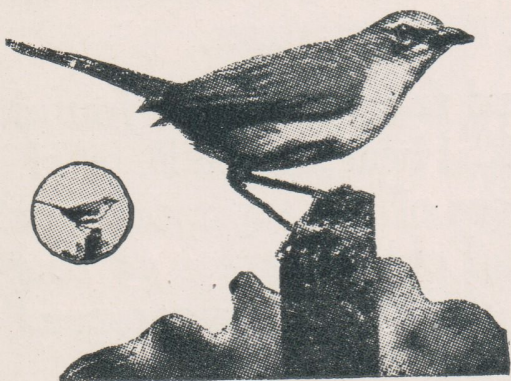
The Lens is 25 m/m focal length, anastigmat, high grade imported F 3.5 with adjustable iris diaphragm. This is the same quality of lens that is used in our \$5,000.00 professional camera. (Any lens suitable for motion picture work may be mounted.)

The Film is the regular 16 m/m Cine-Kodak film, and is obtainable from us or at any progressive photographic supply dealer. Daylight loading is a feature and is accomplished with greater facility than most still cameras.

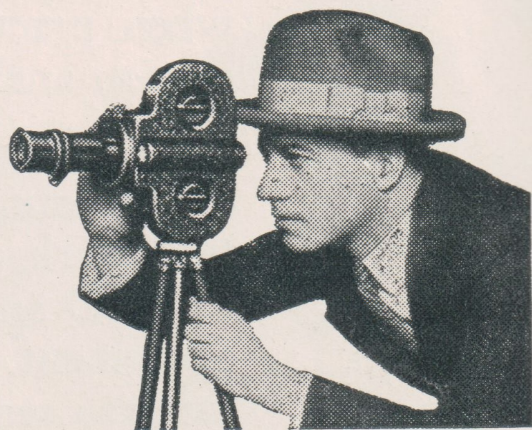
Professional Photographic Flexibility

THE serious worker who desires to utilize to the utmost all of the features that FILMO offers will be pleased to know that the camera has the same photographic flexibility as our professional studio cameras costing up to \$5,000. Eleven different photographic lenses from a speedy F 1.8 Taylor-Hobson Cooke lens for taking pictures under adverse light conditions to a 6" Telephoto lens for long range work are regularly stocked and interchangeable with the F 3.5 Taylor-Hobson Cooke lens with which the camera is regularly equipped.

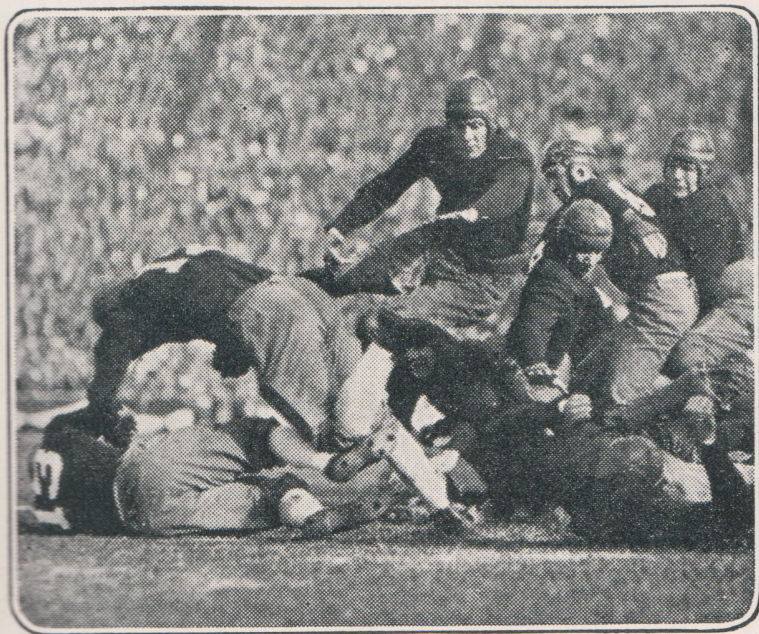
However, it is only for very special purposes that these lenses are used. They are not considered essential equipment. The regular 25 m/m F 3.5 lens is amply flexible to cover the average requirements.



FILMO Camera using a long range telephoto lens to photograph a distant object. With 6" Telephoto, object is magnified six times.



Slow Motion Pictures



Slow Motion Pictures of Sports

A SUPERSPEED mechanism, heretofore not obtainable in any camera intended for individual use, has been designed for FILMO Camera. This is an engineering feat made possible only by many years of experience in building motion picture equipment.

Superspeed pictures, taken at 8 times the normal speed (128 exposures per second) when projected at normal

speed, gives that S-L-O-W motion effect. The superspeed camera does not operate at normal speed. For those who desire to take some faster than normal pictures and yet retain the normal speed feature, the double speed mechanism is recommended. Double speed camera operates both at normal speed (16 exposures per second) and twice normal (32 exposures per second).

The uses for slow motion pictures are legion. Schools and colleges have resorted to the slow motion pictures to train athletes and for educational purposes. Golfers are improving their game with slow motion pictures. Many golf instructors are now showing the pupil how he appears when practicing. Industry has seen the benefits in motion analysis possible with slow pictures.



*Used to
Improve Game*

The faster than normal speed features, to be found only in cameras for the individual bearing the B. & H. trademark, are further evidences of the superiority of FILMO and the flexibility and completeness of this equipment. Full details on double or superspeed cameras sent upon request.

A Living Record of Your Travels

WHEN you return from your trip you are bubbling over with enthusiasm about what you saw and the things you did. No word description will adequately describe what took place. And snapshots are like postcard views—simply “still” or posed pictures.



Recording Travel Scenes With FILMO Camera

What a wonderful thing it would be if you had an animated picture record of the trips and outings that you have taken. Pictures of the foreign lands you have traveled, the vacation resorts that you have visited—of yourself and traveling companions—in action.

Hundreds of well known travelers now take FILMO with them wherever they go. It is as important as their baggage. And being small and compact it takes up but little room (about the same space required for the average size still camera), or it may be slung over the shoulder, as you would carry binoculars.

On your next trip take FILMO Camera along and photograph every step of the way in **MOTION PICTURES**. Then, when you return, you can sit at home and with your friends take your trip over and over again. In years to come you will consider these pictures among your most valued treasures.



Carried Like Pair of Binoculars

What You See You Get



Filmo
REGISTERED

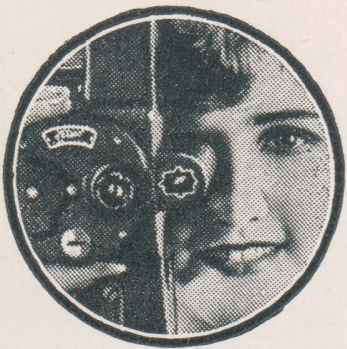
Automatic

Motion Picture Camera

A really fine quality product,
unique in design, perfect in
construction and beautiful in
appearance—an instrument you
will be proud to own.



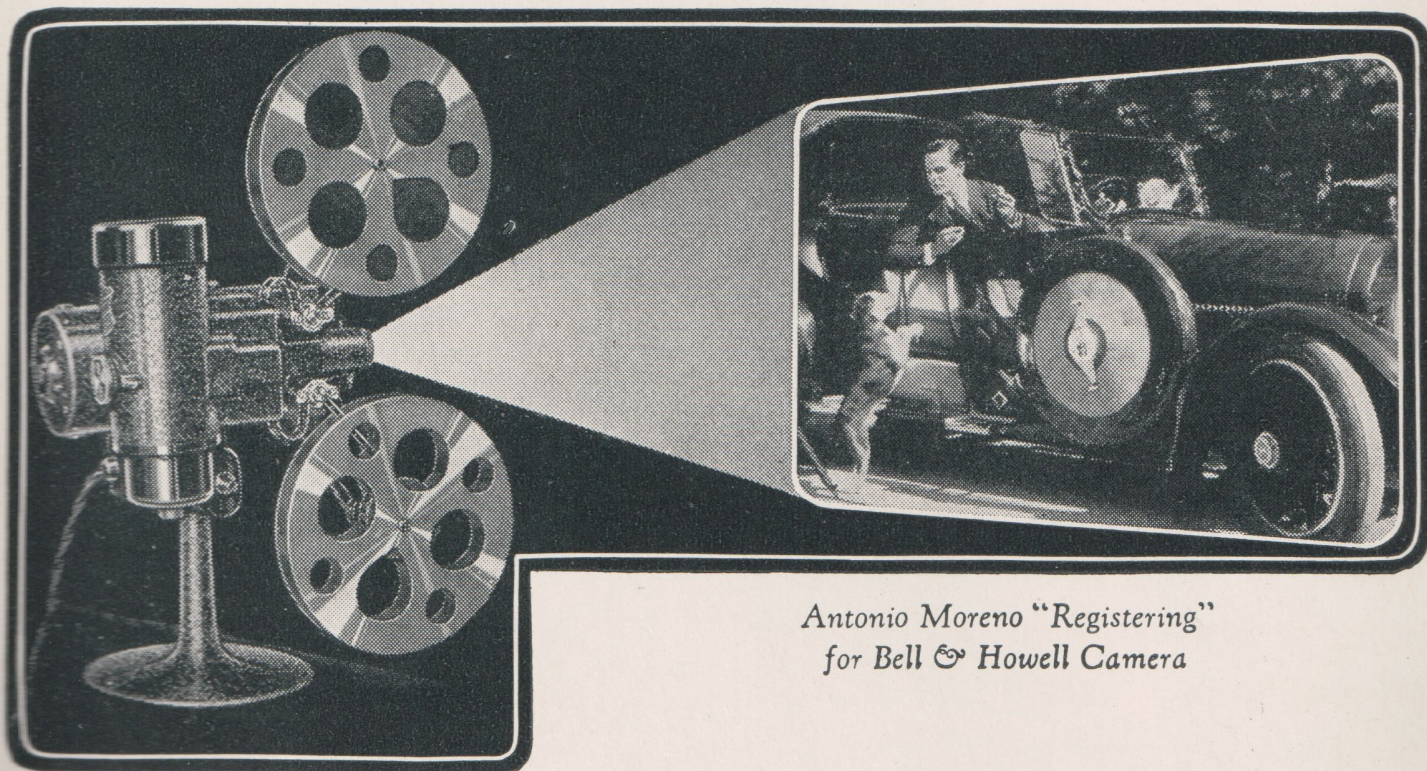
“What You See You Get”



Note the spy glass viewfinder on the side of the camera—a distinctive feature originated and used exclusively by this Company. This and the many other exclusive features covered in the pages of this catalog are to be had only in cameras bearing the Bell & Howell Trademark.

THE accuracy and nicety of workmanship and the high quality of its performance has gained for FILMO the same reputation for superiority with the individual as our studio cameras have for the past nineteen years enjoyed in the professional field. FILMO is easily conceded to be the *World's Highest Quality Motion Picture Camera*, designed for individual use.

Showing the Pictures With Filmo Projector

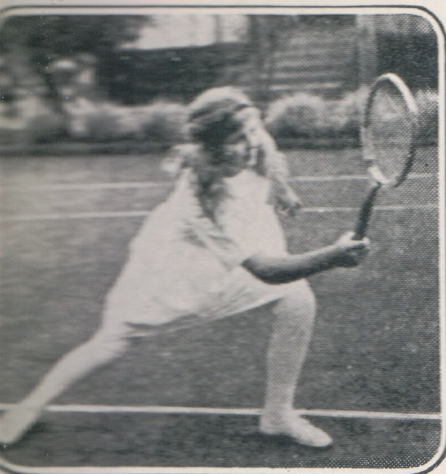


Antonio Moreno "Registering"
for Bell & Howell Camera

WHAT you get with FILMO, you will treasure in years to come. You have photographed in MOTION PICTURES the faces so dear to you, the scenes and events that hold fond memories, the trips that you have taken, with which to refresh your memory and entertain your friends. You cannot truly appreciate what a wonderful thing it is to be able to accumulate such a treasure of film until you have actually used FILMO Camera and seen the pictures that you have taken, flashed before you with FILMO Projector.

The Projector is as easy to use as the camera. Simply connect it to a 110-volt light socket and turn on the juice. Runs backward by

touching a lever and you may stop on any picture for still projection without harming the film. A perfectly safe and dependable projector that anyone, even a child, can operate with ease.

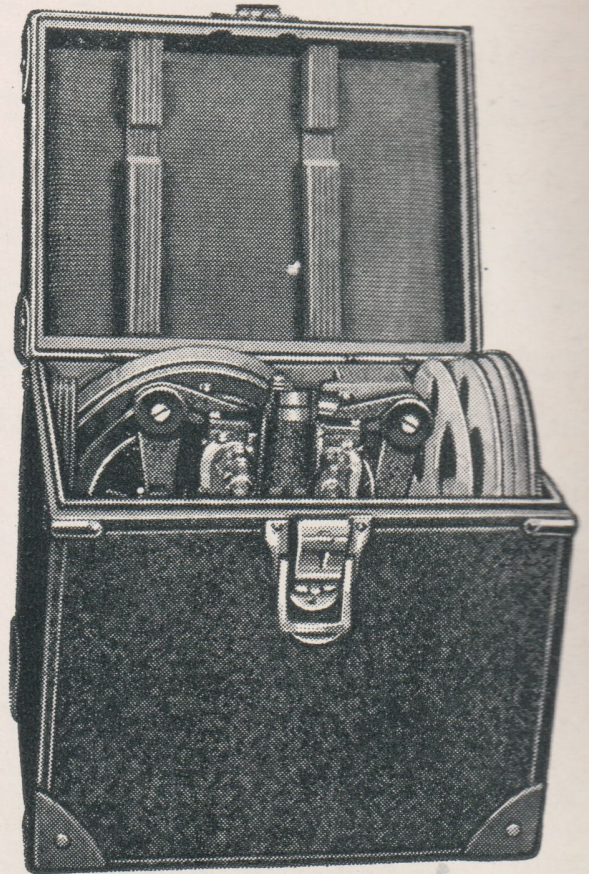


About The Projector

FILMO Automatic Cine Projector, although weighing but $9\frac{1}{2}$ pounds, throws absolutely flickerless pictures in any size up to 7'x9' by simply connecting to an ordinary light socket in your home.

Size of Picture: The size depends upon the focal length of the lens and the distance of the screen from the projector. The standard equipment is a 2" lens which at 25 feet—the average throw—will show a picture $3\frac{1}{2}' \times 4\frac{3}{4}'$. Lenses for special purposes or for very short or long throws may be had at a nominal cost and are easily interchanged with regular lens equipment.

Illumination: The sharpness of the picture and depth of color can only be appreciated by a demonstration. An absolutely Flickerless Picture, heretofore unknown, is the result of an engineering feat—a nine-to-one mechanical movement. All other projectors including those in the finest theatres are four to one or six to one movement, which, because they allow longer darkened periods between the successive changes of pictures, often have an annoying flicker. The FILMO nine-to-one movement means that only $\frac{1}{9}$ of the time the picture is black, or, in other words, there is no



FILMO PROJECTOR
Folds Into Small Carrying Case

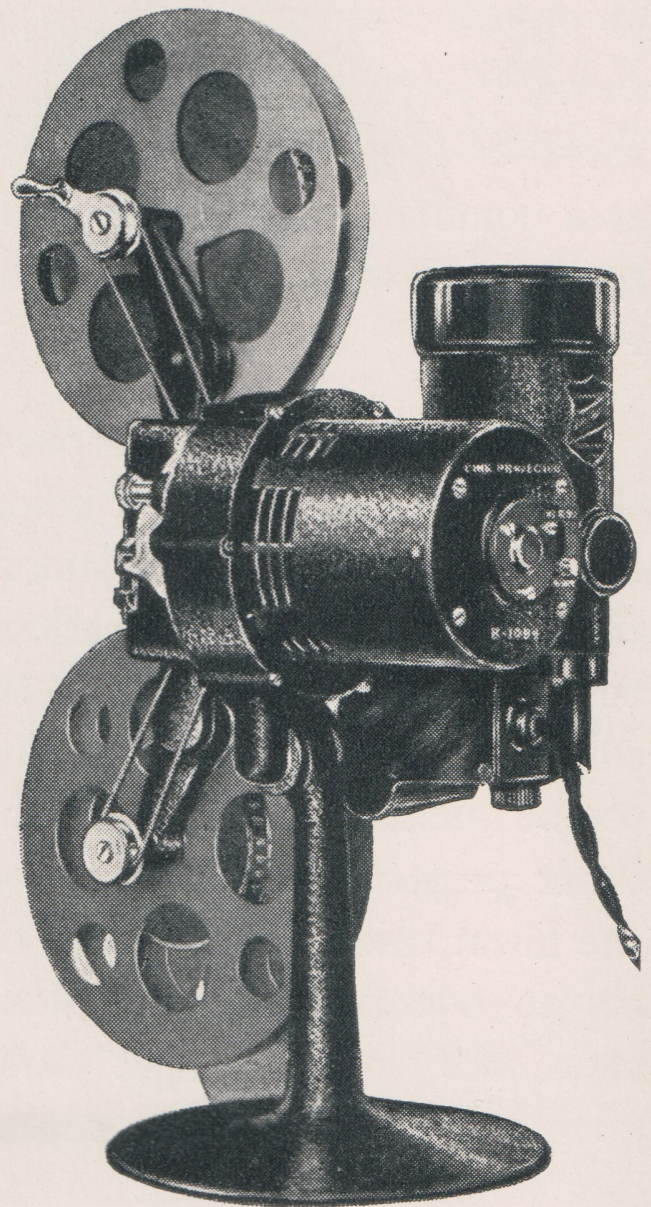
picture on the screen for 1/144 of a second during change, as against 1/64 to 1/96 of a second in other machines. This, of course, greatly increases illumination, reduces eye strain and gives brilliancy and a total absence of flicker.

Capacity: This projector, small as it is, has the same equivalent picture capacity as standard machines, which run about sixteen minutes to a thousand-foot reel.

Operation: Screw the plug into the nearest 110-volt light socket; either A.C. or D.C., and thread in the film. The directions are simple; after doing it once you will never forget how. Touch the button, it starts—automatically adjusts itself in frame. Turn the lens until the projection is sharp, clear and brilliant—that's all! Touch a lever and STOP anywhere for a single picture, or move the reverse lever if you wish to run it backward. Nothing complicated—nothing to get out of order. A child can operate it. Like a watch, the delicate, accurate works are all inside the strong aluminum frame, out of harm's way.

Filmo
REGISTERED

Projector



Set Up—Ready to Operate at the
Touch of the Starting Button

What You Get You Treasure

Construction: All metal, aluminum frame, hardened steel for cams, shafts, gears and bushings, ball bearing throughout. Built to last a lifetime. Altogether the finest piece of mechanism ever assembled for projection of motion pictures. It carries the B. & H. mark of superior workmanship, which is known all over the world wherever professional motion pictures are made.

Results in Projection: We guarantee to project a picture of surpassingly fine screen brilliancy, maintain the same perspective from the point of projection as obtained in the first-class professional theatre; eliminate entirely all flicker, side sway, up and down motion, unevenness, vibration, jumpy or jerky movement, so often permissible even in the better theatres. Absolute steadiness and maximum screen brilliancy result in a stereoscopic effect.

The Screen: Almost anything white may be used, paper, linen or wall. Specially made screens, such as are used by motion picture houses, are, of course, somewhat better, but not at all necessary. A variety of special screens of different sizes and prices are available. 3'x4' Roller Wall Screen in dustproof case is very popular with FILMO users. Daylight screens that make possible the use of brilliant moving pictures in store window, school rooms, office or places where it is not desirable to darken the room, also obtainable in various sizes. Further information on screens will be sent upon request.

Library for Entertainment: Hundreds of thousands of feet of professional productions are now available in safety size for rental to anyone, for home, school, church or club entertainments; comedies, animated drawings, foreign views and people, educational pictures and plays suitable for children, everything, in fact, that will be appropriate for the purpose desired. The films are rented by the day. Catalog listing subjects and prices included with each projector.

Reductions from Standard Negative: Direct positives are made from any standard negative by optical reduction in the printing



process. This will permit the reproduction or replacement of standard prints at half the cost of making a standard positive besides reducing the weight of the film. Reduction work is done in the Bell & Howell laboratories in Chicago.

For Business as Well as Pleasure: No manufacturing company can longer afford to use standard film in so-called "portable" projectors. The saving in the cost of film, the reduction of dead weight carried by the salesman, the lower cost of original equipment and the greatly improved quality of the picture produced by the FILMO Cine Projector all forecast the ultimate retirement of the large, more cumbersome films and projectors. When one considers the weight of a FILMO Projector, including film, at approximately 14 pounds, all in one neat case, 8x11x11, which can be carried in one hand, how can equipment weighing, with film, from sixty to eighty pounds, carried with difficulty in two hands, possibly continue to exist in the portable field? Your standard negatives may be reduced to 16 m/m size at very nominal cost. Write for our industrial catalog.



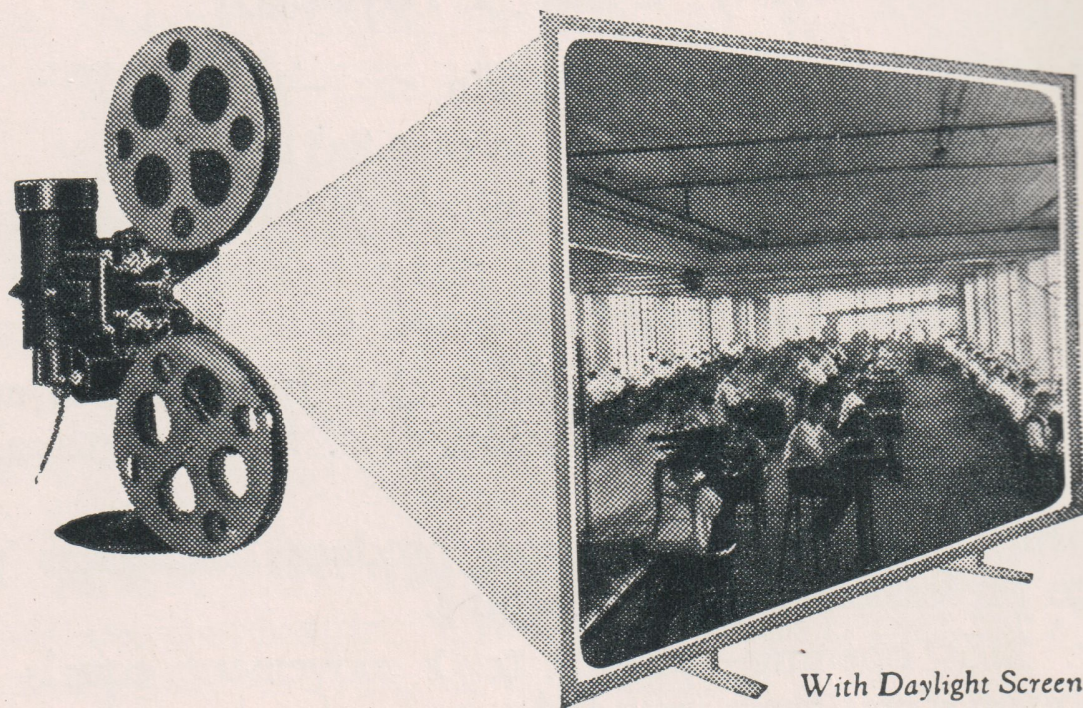
To enable those who do not have access to city current of 110 volts to derive the benefits of using FILMO Projector, we are in position to supply projector which may be operated from a 32 volt private lighting plant such as Westinghouse or Delco system. This model may also be operated on the 32 volt circuit to be found on trains. Should it be desired at any time to connect the 32 volt projector to 110 volt current, a 110 volt rheostat can be supplied.

The regular 110 volt projector may be operated from 220 volt current by the use of a special 220 volt rheostat that steps the current down to 110 volts before it enters the machine.

Where there is no current of any kind available a special 110 volt generator designed to operate from the back wheel of a motor car is obtainable to supply power for FILMO Projector. Details on the above special model FILMO Projectors sent upon request.

=====*What You Get You Treasure*=====

Many Schools and Colleges Use Filmo For Educational Purposes



With Daylight Screen

EDUCATIONAL instructors are fast realizing what a splendid help Motion Pictures are. In many schools and colleges they are helping to educate, to instruct, also to train athletes.

An interesting letter was received recently from one enterprising school system where FILMO is being used. Here is the letter:

"We find FILMO Motion Pictures the most practical for class-room instruction in that they solve the problem of operating and projection which has up to this time retarded the progress of the film as a teaching aid.

"As the well selected motion picture affords one of the most fruitful sources of instruction and harmless enjoyment to boys and girls, all children should be trained in the school and in the home to appreciate and select good pictures as they are now taught to know good books and music. We hope that parents and teachers will avail themselves of this opportunity to bring before the children the right kind of pictures in the right way."

FILMO Motion Pictures will doubtless help every school and it is just a question of time when the use of motion pictures is considered a standard aid in instruction work.